

**METHOD FOR MAKING TIME SENSITIVE  
DETERMINATIONS OF TRAFFIC INTENSITY  
FOR A VISITABLE SITE**

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**Abstract of the Disclosure**

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A method and apparatus determines an inbound traffic intensity of a visitable site, wherein the inbound traffic intensity factor is representative of a measure of meaningful visits to a visitable site in a given time period. The inbound traffic intensity factor is determined by obtaining visitor information including the number of visits to the visitable site during the given time period as well as the duration of each visit and using both the number visits and the time spent during each visit to quantify the traffic to the site during the time period.